

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION
MAY 2004 COMMISSION MEETING**

SACRAMENTO, CA

May 20, 2004

HIGHLIGHTS / DRAFT MINUTES

- **Call to Order – Item 1**

Commissioner Medina chaired the meeting in Chairperson Reiner's absence, and called the meeting to order at 9:05 a.m. The following Commissioners were in attendance: Elizabeth Rice Grossman, Sandra Gutierrez, Lou Vismara, and Eliseo Medina. Paul Escala represented Secretary for Education, Richard Riordan.

- **Approval of Minutes – March 18, 2004 – Item 3**

The minutes for the March 18, 2004 Commission meeting were approved, with one edit from Commissioner Vismara.

- **Chairman's Report – Item 4**

Health Access

- Commissioner Medina announced that the Commission officially launched its Health Access for All Children's Project last week.
- As part of the *Cover the Uninsured Week* (May 10-15), Chairman Reiner participated in a media event last Wednesday to announce First 5 California's Health Access for All Children Project (\$46.5 million). Five County Commissions (Colusa, El Dorado, Sacramento, Yolo, and Yuba), also represented, are taking a regional approach to developing a Healthy Kids Program with a combined investment of \$16 million. Other participants at this event included:
 - Supervisor Roger Dickinson, Chair of First 5 Sacramento County
 - Health Officer Gayle Erbe-Hamlinm, member of First 5 El Dorado County
 - Assemblymember Lois Wolk, who is the former Chair of First 5 Yolo County
 - Gene Lewit of the David and Lucile Packard Foundation
- Media coverage included the following:
 - TV – there were news stories on 13 stations around the state including Los Angeles, Fresno and Sacramento as well as Univision.

- Radio – there were radio interviews with Rob Reiner on five radio stations around the state, and numerous other radio news stories, including National Public Radio (NPR) in Los Angeles and San Diego.
- Print – there was an Associated Press (AP) photo of Chairman Reiner in a clinic with caption in the Los Angeles Times. There was also a Sacramento Bee story the day of the event, which increased media interest in covering the event.
- Jane Henderson and Chairman Reiner met with the Sacramento Bee Editorial Board, which resulted in editorials in the Sacramento Bee and the Fresno Bee.
- On the same day Chairman Reiner also addressed 100+ participants attending a Policy Health Insurance Summit that we helped co-sponsor, “Summit on Cultivating Health Coverage for California’s Children.” The Conference was convened by the Community Health Council.
- Health Access Request for Funding – Commissioner Medina noted that the First 5 Commission office released a Request for Funding (RFF) for the insurance premium funds last month (April 5) to the County Commissions. This RFF has a 2-year open application period with the first set of applications expected into the First 5 California office on June 9, 2004. At our next meeting, a further update will be provided.
- Commissioner Medina noted that through the combined efforts of the State and County First 5 Commissions. First 5 is taking a major step forward toward realizing universal health care for children in California.

Oral Health

- On May 5, First 5 California announced its \$10 million investment to improve the oral health of children (birth to 5 years) at the National Oral Health Conference held in Los Angeles with over 600 public health dentists from across the country in attendance.
- Media Coverage included an AP story carried by the SF Chronicle, Fresno Bee, Bakersfield Californian, San Jose Mercury News and Monterey County Herald. Chairman Reiner also conducted interviews with LA radio stations KNX and KFWB. An article also ran in La Opinion as well as on numerous Spanish-language radio stations.
- The Co-Project Directors of First 5 California’s Oral Health Contractor met with County Commission representatives at the May 19 Association meeting to further discuss and coordinate training and educational efforts and activities.

Media Contract

- Commissioner Medina announced that GMMB was the successful bidder for First 5 California’s new three-year media contract. The award was announced May 14th.

Community-Based Outreach (CBO) Update

- Commissioner Medina reported that more than 160 organizations successfully completed their original grants as of February 1, 2004. These CBOs were invited to apply for grant extensions to continue their work through August 31, 2004.
- CBOs were asked to continue the same kinds of outreach activities as with their original grants. Their extension budgets are a percentage of their original grant amounts.
- First 5 California's public relations contractor, Rogers & Associates screened the applications to ensure they met all requirements and forwarded them to State Commission staff for approval. Many of these have been approved.
- The First 5 Clearinghouse sent materials to CBOs so they can begin their outreach immediately upon approval of their applications.
- CBOs will submit a final report in August showing their results.
- Commissioner Medina reported the final results from the current CBOs. The CBOs not only reached their projected goals, but exceeded them: the expectation was that CBOs would reach 1,665,886 parents/caregivers; however, the CBOs actually succeeded in reaching over 2,000,000.
- Furthermore, First 5 California distributed about 14,219,132 pieces of First 5 collateral materials through the Clearinghouse. Of this amount, 13,985,407 were distributed through the CBO program and the remaining 233,725 were distributed through sales at the materials distribution center.
- As far as the future of the CBO program beyond the six-month extension, last month, Chief Deputy Director Joe Munso met with Commissioners Eliseo Medina and Sandra Gutierrez to discuss the CBO program. The discussions resulted in the exchange of several good ideas and options and staff will begin drafting a proposal with recommendations on a new program with a different emphasis and direction.

Media Update

- First 5 California and the County Commissions consistently garnered media coverage in the last couple of months, including:
 - The May 5 announcement of First 5's \$10 million investment to improve the oral health of children from birth to 5 at the National Oral Health Conference in Los Angeles.
 - The May 12 Health Access announcement in Sacramento.
 - Numerous local media events/news stories throughout the state.

Received CAEYC Award

- On April 21st Jane Henderson received, on behalf of First 5 California, an award from the California Association for the Education of Young Children (CAEYC), for First 5's media campaign.

• Executive Director's Report – Item 5

May Revise

- Joe Munso briefed the Commission on the Governor's May Revise budget proposal, highlighting the following:
 - Caps are no longer proposed in the Healthy Families and California Children's Services programs.
 - Medi-Cal reforms are to be presented in August.
 - Additional Medi-Cal provider rate reductions have been rescinded.
 - Child care proposals are continued from the Governor's January budget, including income eligibility changes, regional market rate changes, and family fee increases.
 - Child care funding for 11 and 12-year old children is restored.
 - A new cigarette tax stamp to be developed by the Board of Equalization (pursuant to Senate Bill 1701 from 2003) will cost Prop 10 and Prop 99 several million dollars (\$3 to \$5 million for Prop 10 alone), but could potentially increase revenues by a larger amount (\$13.5 million for Prop 10), by reducing fraud and the ability to counterfeit the current tax stamp.
- Commissioner Vismara asked if more should be done to eliminate illegal tobacco sales. Mr. Munso responded that he expects state staff will work with the Association and the Board of Equalization in the coming year to examine the growth in illegal sales, not only to maintain revenues, but also to achieve the Proposition 10 goal of reducing tobacco use.

Research Update

- The three research agenda projects approved by the Commission are currently at different stages of development:
 - **Workforce Study** with UC Berkeley's Center for the Study of Child Care Employment and California Child Care and Referral Network: The research design and methodology has been completed and we are currently finalizing the contract SOW and budget. It is expected that work will begin in early summer with a completion date of January 2005.
 - **Search and meta-analysis of California specific evaluation/studies** of early education programs that demonstrated positive child outcomes and identifying and analyzing the "quality" characteristics of those programs: A CMAS request

for proposals will be released in June. The expected work will begin in August with a completion date of February 2005.

- **Special Needs Research Project** that will identify and analyze the discrepancies in the number and types of children with identified with special needs when they enter kindergarten and the larger number of children identified after entering kindergarten: This project will be completed through an RFP process. The RFP is currently being drafted and is expected to be released in August.

Preschool for All (PFA)

- **Continuing Development of PFA Planning Projects:**

First 5 California is working with 12 County Commissions on planning projects:

South – Ventura, Orange, Santa Barbara

Central – San Joaquin, Kern, Merced

Northern – Sacramento, El Dorado, Yolo, Yuba

Bay Area – Santa Clara, San Francisco

These counties will receive \$50,000 each for May-June PFA Planning process using AIR's PFA ToolKit.

- **County Commission Leadership on Preschool for All was highlighted as follows:**

- **Alpine** – PFA now available for all 3 & 4 year-olds!
- **San Mateo** – Developing proposal to State Commission for 4 early implementation models in 2 school districts with high priority/underserved communities (anticipate July discussion/action)
- **Los Angeles** –
 - Developing proposal to State Commission to support 'early launch/early implementation' to provide PreK to children in high priority/underserved communities that may be connected to Hot Zones in LA (anticipate July discussion/action)
 - LA First 5 Preschool Master Plan celebratory launch in February

- **Initial Discussions and Preliminary Planning for PFA Workforce Development (linked with AB 56) focusing on:**

- Teacher competencies and standards (content and performance) to ensure achievement for all children, including children with disabilities and other special needs and English language learners
- IHE development of an articulated career path with student outreach and support to ensure a culturally and linguistically diverse workforce

Discussion:

Commissioner Vismara followed up on a previous discussion that took place when the Commission originally approved its Preschool for All investment. At that time (October 2003), he requested that a percentage/portion of the funding be specifically targeted to serving children with special needs. Staff has been working with Dr. Vismara to determine the best approach. Because Preschool for All programs are to serve all children in the

service area, the Commission could take a retrospective look at how much of the funding ultimately serves children with special needs. Alternatively, the Commission could designate a specific percentage allocation up-front to target children with special needs, similar to the Head Start requirement that ten percent of children served are children with special needs.

- **First 5 Association Report – Item 6**

- Mark Friedman, President of the Association, noted the success of the statewide conference and gave special thanks to State First 5 Commissioner Margaret Taylor who served as a host – as both a state commissioner and local commissioner – and moderated one of the major plenary discussions. Many commissioners asked that next year’s conference include a more focused commissioner track with opportunities for cross-county roundtable discussions.
- The Association and state staff have revised and expanded the state-funded regional TA system. It will integrate the TA provided by state contractors into the current regional TA program in order to maximize the use of state resources and ensure that local needs are addressed.
- The Association is about to launch a learning community project for all the counties and school districts that are planning or implementing Preschool for All. This will bring together representatives of these projects periodically over the coming year to share experience and learn from one another.
- Mr. Friedman thanked the Commission and state staff for their support of the small county augmentation.

- **Small and Rural County Commission Augmentation – Item 7**

- **CONSENT CALENDAR ACTION:** The Commission unanimously approved continued funding of the small county augmentation, to be funded 80% by the State Commission and 20% through redirection of state matching funds from future allocations to the larger counties. (Motion made by Commissioner Grossman; seconded by Commissioner Gutierrez.)

- **Child Care Health Linkages Project – Item 8**

- Dr. Abbey Alkon, Project Director, presented an update on the Child Care Health Linkages Project and highlighted its major activities and accomplishments from the past 3 years. In addition, she shared some of the Project's more significant evaluation findings that demonstrated how the health and safety of children has been improved in centers receiving the services of Child Care Health Consultants and Child Care Health Advocates.
- A funding proposal was presented to continue the Child Care Health Linkages Project for one final year so that it could further disseminate its training and support services to School Readiness program staff and partners who have responsibility for addressing the health and social services element.

- **ACTION:** The State Commission approved the expenditure of \$500,000 over approximately one year for the University of California, San Francisco to support additional training and support on health and safety through the Child Care Health Linkages Project. (Motion made by Commissioner Gutierrez; seconded by Commissioner Grossman.)
- **Safe From the Start Initiative – Item 9**
 - California Safe from the Start project is a statewide movement designed to reduce exposure to violence among children (with an emphasis on children birth to five years of age) and to mitigate the effects when such exposure occurs. This new funding will emphasize dissemination of promising practices and collaboration among School Readiness programs and Safe from the Start partners.
 - **ACTION:** The Commission unanimously approved \$1.3 million total for three years to support the Office of the California Attorney General’s Office initiative, Safe from the Start: Reducing Children’s Exposure to Violence (birth to 5 years of age). The State Commission considers this to be completion funding, with no commitment for further investment. (Motion made by Commissioner Vismara; seconded by Commissioner Grossman.)
- **Legislative Items – Item 10**
 - AB 56 is currently in the Senate with language that states Legislative intent to ensure that children have access to quality preschool programs. It will be amended in a minor way and then sent back to the Assembly. At that point, a conference committee will be established with three members from each house in order to develop the final language for the bill. Senate Conferees are Dede Alpert, Jack Scott, and Bruce McPherson. Assembly Conferees are reported to be (but not yet confirmed) Carol Lui, Jackie Goldberg, and Lynn Daucher. This process is likely to begin in mid-summer and will include several public hearings.
 - The Assembly Budget Subcommittee on Education earmarked \$100 million for Preschool for All start-up and early implementation.
 - AB 2970, which would raise the entry age of kindergarten and direct savings to pre-kindergarten programs at school sites, was placed on the suspense calendar and is not expected to move forward.
 - SB 1343, bill to develop a master plan for infant and toddler care and SB 1897, which would reform child care in several ways, are also on suspense.
- **Technical Assistance for State and County Commissions – Item 11**
 - Joe Munso, Chief Deputy Director, proposed that the State Commission and the Association develop an RFP for a three-year technical assistance project to provide assistance to the state and county commissions on internal fiscal and management practices and controls, and to provide written advice identifying best practices and ways to improve weaknesses.
 - Jane Henderson read a statement from the Chair and author of Proposition 10, Rob Reiner:

“We can be proud of the many great things we have done in just five short years – our kit for new parent, our universal healthcare programs serving children throughout California, our universal preschool programs in Los Angeles, San Mateo and Alpine counties, and our school readiness programs in all 58 counties. These are groundbreaking and historic initiatives. But now that First 5 is five years old it is time to assess how we can do even better. We must be aware of the great responsibility that rests upon our shoulders to do even better. We must be aware of the great responsibility that rests upon our shoulders to not only fund thousands of good programs – but to change the face of early childhood for our children and our children’s children. To do that, we must ensure that every dollar we spend is spent with the public’s trust in mind. The stakes are too high to do otherwise. Reports in recent weeks that some of our funds have been used for purposes that do not further the principles of our core mission should concern us all.

This is why today I am directing the State Commission’s Executive Officer to work with the Association and recognized experts in the field of Public Administration and Finance to reassess the construction of the Proposition and make recommendations regarding the adequacy of the current language of the Act: specifically, are there sufficient and appropriate elements to provide accountability to taxpayers, policy makers and the public? These recommendations could include ways we can strengthen our operations and perhaps the Act itself. I ask that the staff report back to me with findings and recommendations at our next First 5 meeting in July.

In order to live up to the spirit and the vision of Proposition 10, it is incumbent upon all of us at the state level as well as at the local level to exercise good management and good judgment when it comes to the programs we fund. We look forward to working with all of you in the coming weeks to make First 5 even more efficient and effective, and to take us one step closer to our dream of society truly valuing and investing in its youngest children. Thank you.”

- Mr. Munso proposed that state staff and the Association work jointly to develop the plan and bring it back to the Commission for a vote in July.

- **Kindergarten Entry Profiles – Item 12**

The Commission was presented with a report on the statewide data from the 2003 Kindergarten Entry Profiles (KEP) data collection, which included the Modified Desired Results Developmental Profile (MDRDP) and family interviews. The report consisted of data collected from 84 School Readiness sites and included: 1) children's developmental competencies at kindergarten entry, 2) family and community supports and services contributing to school success, 3) schools' readiness for children, 4) selected demographic information, and 5) relationships among the variables.

- **Adjournment – Item 13**

Commissioner Medina adjourned the meeting at 1:05 p.m. The next Commission meeting will be July 15th in Sacramento.